



MEETING MINUTES

Business Improvement District Board of Directors Meeting Wednesday, July 19, 2023 - 8:30 A.M.

1. Call to order - In person at North Shore Bank located at 4060 N. Oakland Avenue, Shorewood, WI & Zoom Option

The meeting was called to order at 8:42am by Jake Bresette, seconded by Mike O'Connor.

Board Attendees: President Jake Bresette, Craig Bulluck, Treasurer Mike O'Connor, Secretary Adrienne Shea, Anne LePlae, Ned Brookes, Cara Crafton and Jerolynn Bell-Skaggs and John Ludwig via Zoom

Others present: BID Executive Director Janet Henning, Shorewood Partners Board Member Karen Dean and BID Intern Jamilah Robinson

2. Approve June 2023 Minutes - Motion to approve by Mike, seconded by Cara. All in favor.

3. Monthly Budget and P&L Update – Janet provided the Budget Update and June P&L. Janet noted that we got our second payment from the Village for the balance of our BID assessment. We are still not completely paid due to property owners not paying their taxes. Our sponsorships are starting to come for the Feast, thanks to North Shore Bank. We also received the sponsorship from the Foundation for our BID Intern. It was discussed that the BID has funding sitting in our checking account and Craig had brought up the point that a Money Market with interest might be a good strategic financial move for the BID. Mike suggested we invest at Edward Jones. The amount of \$100,000 was determined to move over into a Money Market. A motion to transfer the funds to the Edward Jones Money Market was made by Mike, seconded by Anne. All in favor. Motion to approve the budget report and P&L by Mike, seconded by Ned. All in favor.

4. Business Openings/Closings/Village Update – Janet noted that no new businesses have opened, but things have started progressing with a variety of different locations. She will keep the board updated as information is provided via the Village.

5. Events

- a. 19th Annual Shorewood Criterium Classic – Recap– Janet thanked each of the Board members for their sponsorships and participation in the Criterium a few weeks ago. Our financial recap showed an increase in expenses compared to 2022, mostly due to the increase in special event fees through the Village, as well as 8 new sponsors providing an increase in sponsorships.**

b. 4th Annual Shorewood Feast & Street Festival – 9/9/23 –

Janet noted that the increase in costs have been substantial this year, especially for the equipment and tents used at the Feast. Janet requested approval from the Board to hire Sarah Deneve, who also organizes the Village 4th of July, as a Volunteer Coordinator for the Feast. A motion was made by Mike, seconded by Craig. All in favor.

- 6. Holiday Décor** – Janet asked the Board for suggestions on improvements that could be made to our holiday décor. She reiterated that the Village does not want to have the white lights up year-round. Cara and Ned suggested additional lampposts being added to the 192 that are already decorated. Janet said she could follow up with David Frank Landscaping to get a cost estimate.
- 7. Strategic Planning Update (Brief)** – Janet noted that she met with Lindsay and worked through refining the Vision and Mission statement for the next Strategic Planning meeting. She will provide updates to the Board as meetings are completed.
- 8. Open Issues/Discussion** – The question arose regarding tax increase in Milwaukee County also affecting Shorewood. The consensus was that at this point Shorewood would not have those tax increases implemented.
- 9. Adjournment** - Motion made by Jake, seconded by Mike. All in favor at 9:53am.

Recorded by J. Henning